RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #236370
F. Gray
GRAYS WHOLESALE

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear Fran:

SALEM .30¢ Tear Tape product has been ordered, as well as 12 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (2 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162201
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL2QAP.DOC

51852 1766

Source: https://www.industrydocuments.ucsf.edu/docs/lfyn0000

APRIL / MAY / JUNE DELIVERY DATES
SALEM TEAR TAPE
GRAY WHLS

RETAIL DISTRIBUTION DATES
(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION	4/13/98 (PRODUCT AND DISPLAY)
MAY DISTRIBUTION	5/4/98 (PRODUCT ONLY)
JUNE DISTRIBUTION	6/8/98 (PRODUCT ONLY)

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24196	*Light*	1
12300-24195	*Full Flavor 100*	1
12300-24197	*Light 100*	1

Product / Premium Arrival: **April 6, 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT $ Amount: **$1,188.66**

51852 1767

Source: https://www.industrydocuments.ucsf.edu/docs/lfyn0000

Source: https://www.industrydocuments.ucsf.edu/docs/lfyn0000

WHOLESALER : 236370 GRAYS WHOLESALE, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162201	162239	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	13601	1	1	2		4		
162201		172637	AL SMITH SUPERETTE	4 S MAIN ST	NORFOLK	NY	13667		2		1	3		
162201	162239	499604	GREGGS BUTCHER BLOC	MAIN ST - BOX 266	HARRISVILLE	NY	13648				1	1		
162201	162239	575253	R & M CORNER MARKET	342 W MAIN ST	GOUVERNEUR	NY	13642	1	1	1	1	4		
162201	162239	590828	C. J.'S	157 MARKET ST	POTSDAM	NY	13676			1		1		
162201	162239	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	13625			1	1	2		
162201	162238	696070	MERCERS STOP & GO	21623 STATE ROUTE	WATERTOWN	NY	13601	1			1	2		
162201	162239	719918	MCGINNY'S	38198 STATE ROUTE	THERESA	NY	13691	1	1	1	1	4		
162201	162239	763168	NORPR/DBA BREEZE-IN	BLACK LAKE RD BX1	OGDENSBURG	NY	13669	1	1	1	1	4		
162202	162238	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	13605	1	1	1	1	4		
162202	162238	742261	LITTLE LUKEY'S STOR	538 S ALBION RD	ALTMAR	NY	13302	1	1	1	1	4		
162202	162238	772299	HOLLYWOOD NEWS	48 W BRIDGE ST	OSWEGO	NY	13126	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 8 9 10 10 ~~36~~ 37

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 8 9 10 10 ~~36~~

********** END OF REPORT FOR PROMOTION 800438 **********

5

APRIL DISTRIBUTION
4/13/98

51852 1768

WHOLESALER : 236370 GRAYS WHOLESALE. INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162201	162239	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	13601	1	1	2		4		
162201		172637	AL SMITH SUPERETTE	4 S MAIN ST	NORFOLK	NY	13667		2		1	3		
162201	162239	499604	GREGGS BUTCHER BLOC	MAIN ST - BOX 266	HARRISVILLE	NY	13648				1	1		
162201	162239	575253	R & M CORNER MARKET	342 W MAIN ST	GOUVERNEUR	NY	13642	1	1	1	1	4		
162201	162239	590828	C. J.'S	157 MARKET ST	POTSDAM	NY	13676			1		1		
162201	162239	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	13625			1	1	2		
162201	162238	696070	MERCERS STOP & GO	21623 STATE ROUTE	WATERTOWN	NY	13601	1			1	2		
162201	162239	719918	MCGINNY'S	38198 STATE ROUTE	THERESA	NY	13691	1	1	1	1	4		
162201	162239	763168	NORPR/DBA BREEZE-IN	BLACK LAKE RD BX1	OGDENSBURG	NY	13669	1	1	1	1	4		
162202	162238	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	13605	1	1	1	1	4		
162202	162238	742261	LITTLE LUKEY'S STOR	538 S ALBION RD	ALTMAR	NY	13302	1	1	1	1	4		
162202	162238	772299	HOLLYWOOD NEWS	48 W BRIDGE ST	OSWEGO	NY	13126	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 8 9 10 10 37

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 8 9 10 10 37

********** END OF REPORT FOR PROMOTION 800438 **********

MAY DISTRIBUTION
5/4/98

51852 1769

Source: https://www.industrydocuments.ucsf.edu/docs/lfyn0000

WHOLESALER : 236370 GRAYS WHOLESALE, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162201	162239	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	13601	1	1	2		4		
162201		172637	AL SMITH SUPERETTE	4 S MAIN ST	NORFOLK	NY	13667		2		1	3		
162201	162239	499604	GREGGS BUTCHER BLOC	MAIN ST - BOX 266	HARRISVILLE	NY	13648				1	1		
162201	162239	575253	R & M CORNER MARKET	342 W MAIN ST	GOUVERNEUR	NY	13642	1	1	1	1	4		
162201	162239	590828	C. J.'S	157 MARKET ST	POTSDAM	NY	13676			1		1		
162201	162239	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	13625			1	1	2		
162201	162238	696070	MERCERS STOP & GO	21623 STATE ROUTE	WATERTOWN	NY	13601	1			1	2		
162201	162239	719918	MCGINNY'S	38198 STATE ROUTE	THERESA	NY	13691	1	1	1	1	4		
162201	162239	763168	NORPR/DBA BREEZE-IN	BLACK LAKE RD BX1	OGDENSBURG	NY	13669	1	1	1	1	4		
162202	162238	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	13605	1	1	1	1	4		
162202	162238	742261	LITTLE LUKEY'S STOR	538 S ALBION RD	ALTMAR	NY	13302	1	1	1	1	4		
162202	162238	772299	HOLLYWOOD NEWS	48 W BRIDGE ST	OSWEGO	NY	13126	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 8 9 10 10 37

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 8 9 10 10 37

********** END OF REPORT FOR PROMOTION 800438 **********

5

JUNE DISTRIBUTION
6/8/98

51852 1770

Source: https://www.industrydocuments.ucsf.edu/docs/lfyn0000

RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51852 1771

Source: https://www.industrydocuments.ucsf.edu/docs/lfyn0000